



**PUBLIC NOTICE OF A KEEP ANGLETON BEAUTIFUL BOARD MEETING
MONDAY, MARCH 9, 2020, 5:30 P.M.
120 S. CHENANGO STREET ANGLETON, TEXAS 77515**

NOTICE IS HEREBY GIVEN PURSUANT TO V.T.C.A., GOVERNMENT CODE, CHAPTER 551, THAT THE KEEP ANGLETON BEAUTIFUL BOARD FOR THE CITY OF ANGLETON WILL CONDUCT A MEETING, OPEN TO THE PUBLIC, ON MONDAY, MARCH 9, 2020, AT 5:30 P.M., AT THE CITY OF ANGLETON COUNCIL CHAMBERS, LOCATED AT 120 S. CHENANGO STREET, ANGLETON, TEXAS 77515.

AGENDA

DECLARATION OF A QUORUM AND CALL TO ORDER

CITIZENS WISHING TO ADDRESS KEEP ANGLETON BEAUTIFUL

The Presiding Officer may establish time limits based upon the number of speaker requests, the length of the agenda, and to ensure meeting efficiency, and may include a cumulative time limit. Citizens may speak at the beginning or at the time the item comes before council. To address the Keep Angleton Beautiful Board, please complete the white card and present it to the City Secretary prior to the meeting. No Action May be Taken by the Keep Angleton Board During Public Comments.

REGULAR AGENDA

1. Approve the minutes of Keep Angleton Beautiful called meeting of February 4, 2020.
2. City branding evolution and final designs presentation by Megan Mainer.
3. Discussion and possible action regarding City Branding recommendation to City Council. **(Megan Mainer)**
4. Items for next meeting

ADJOURNMENT

CERTIFICATION

I, Megan Mainer, Parks & Recreation Director, do hereby certify that this Notice of a Keep Angleton Beautiful Board Meeting was posted on the City Hall bulletin board, a place convenient and readily accessible to the general public at all times and to the City's website, www.cityofangleton.tx.us, in compliance with Chapter 551, Texas Government Code. The said Notice was posted on the following date and time: Friday, February 28, 2020, by 5:00 p.m. and remained so posted continuously for at least 72 hours proceeding the scheduled time of said meeting.

/s/ Megan Mainer

Megan Mainer
Parks & Recreation Director

In compliance with the Americans with Disabilities Act, the City of Angleton will provide reasonable accommodations for persons attending City meetings. The facility is wheelchair accessible and accessible parking spaces are available. To better serve you, please send your requests in advance. Please contact the City Secretary at 979-849-4364, extension 2115 or email faquilar@angleton.tx.us.



**CITY OF ANGLETON
CITY COUNCIL REGULAR MEETING MINTUES
TUESDAY, FEBRUARY 4, 2020, 7:00 P.M.
120 S. CHENANGO STREET ANGLETON, TEXAS 77515**

THE FOLLOWING REPRESENTS THE ACTIONS TAKEN BY THE KEEP ANGLETON BEAUTIFUL BOARD IN THE ORDER THEY OCCURRED DURING THE MEETING. KEEP ANGLETON BEAUTIFUL, CONVENED IN A REGULAR MEETING ON TUESDAY, FEBRUARY 4, 2020, AT 7:00 P.M. IN THE ANGLETON CITY HALL COUNCIL CHAMBERS, 120 S. CHENANGO, ANGLETON, TEXAS.

AGENDA

DECLARATION OF A QUORUM AND CALL TO ORDER

With a quorum present, Keep Angleton Beautiful President Tracy Delesandri called the Keep Angleton Meeting to order at 7:02 P.M.

APPROVAL OF THE MINTUES

1. Approve the minutes of the Keep Angleton Beautiful regular called meeting of December 12, 2019.

Upon a motion by Keep Angleton Beautiful Member Demopulous and seconded by Keep Angleton Beautiful Member Cooper, Keep Angleton Beautiful approved the minutes of the Keep Angleton Beautiful regular called meeting of December 12, 2019. The motion passed on a 7-0 vote.

REGULAR AGENDA

2. Discussion and possible action regarding Keep Angleton Beautiful member eligibility.

Upon a motion by Keep Angleton Beautiful Member Delesandri and seconded by Keep Angleton Beautiful Member Cooper, Keep Angleton Beautiful made a motion to amend requirements to include everyone on the Keep Angleton Beautiful Board currently. The motion passed on a 7-0 vote.

3. Discussion and possible action regarding City Branding recommendation to City Council.

Upon a motion by Keep Angleton Beautiful Member Demopulous and seconded by Keep Angleton Beautiful Member Cooper, Keep Angleton Beautiful made a motion to have Clark Condon revise the design for 1 & 2 and to hold a final Public Meeting in the upcoming weeks with potential to take a recommendation to City Council. The motion passed on a 7-0 vote.

4. Discussion regarding Spring Cleanup.
No action.

ADJOURNMENT

President Delesandri adjourned the meeting at 7:50 P.M.

These minutes were approved by Keep Angleton Beautiful on this the 4th day of March, 2020 upon a motion by Keep Angleton Beautiful Member, seconded by Keep Angleton Beautiful Member. The motion passed on a 7-0 vote.

CITY OF ANGLETON, TEXAS

Tracy Delesandri
Keep Angleton Beautiful Chair

ATTEST:

Megan Mainer, CPRP
Parks & Recreation Director



CITY OF ANGLETON

CITY BRANDING OVERVIEW

02.14.2020
CCA PROJECT: 119-056

CLARK CONDON



CITY BRANDING DESIGN PROCESS

TIMELINE:

JULY 17, 2019 - BRANDING WORKSHOP *(WITH KAB, LAKESIDE COMMITTEE & STAKE HOLDERS)*

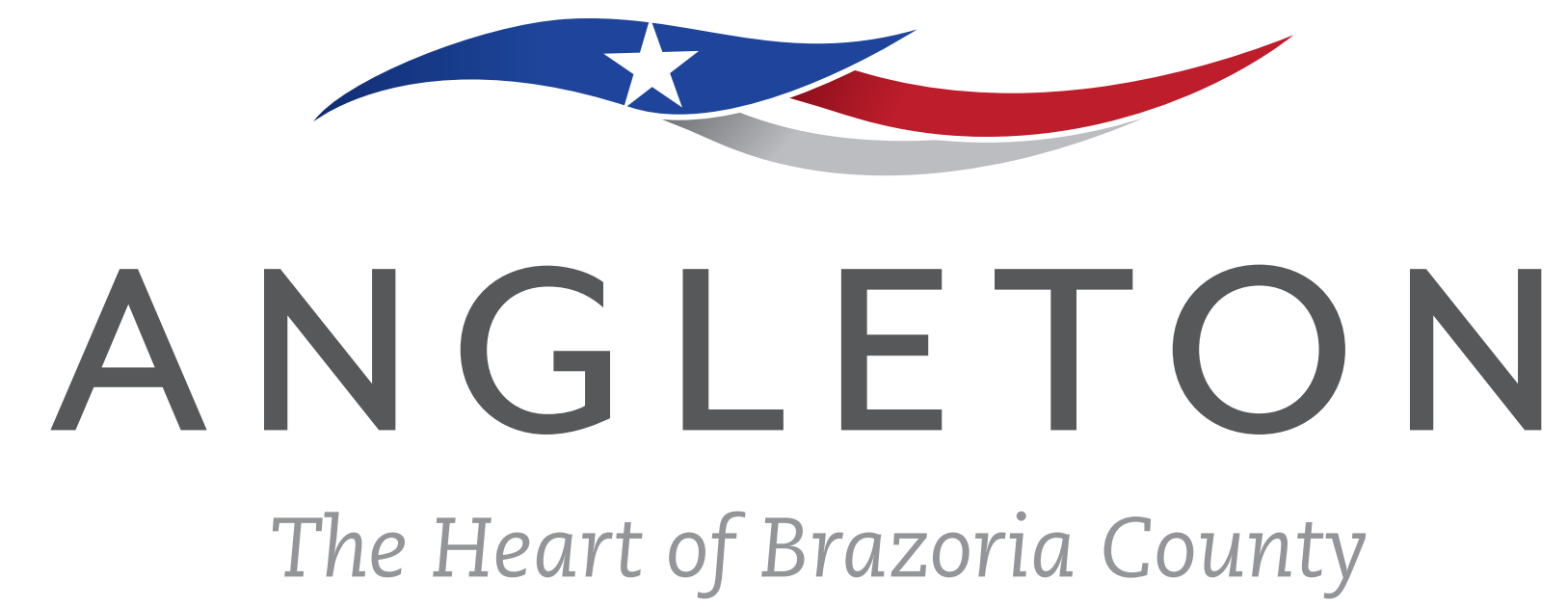
DECEMBER 12, 2019 - BRANDING CONCEPT PRESENTATION - *(WITH KAB BOARD & STAKE HOLDERS)*

FEBRUARY 2, 2020 - BRANDING CONCEPT UPDATE PRESENTATION - *(WITH KAB BOARD & PUBLIC)*

FEBRUARY 14, 2020 - BRANDING OVERVIEW PRESENTATION



CONCEPT 1



COLOR PALETTE

Primary



Secondary



CONCEPT 2



Primary



Secondary



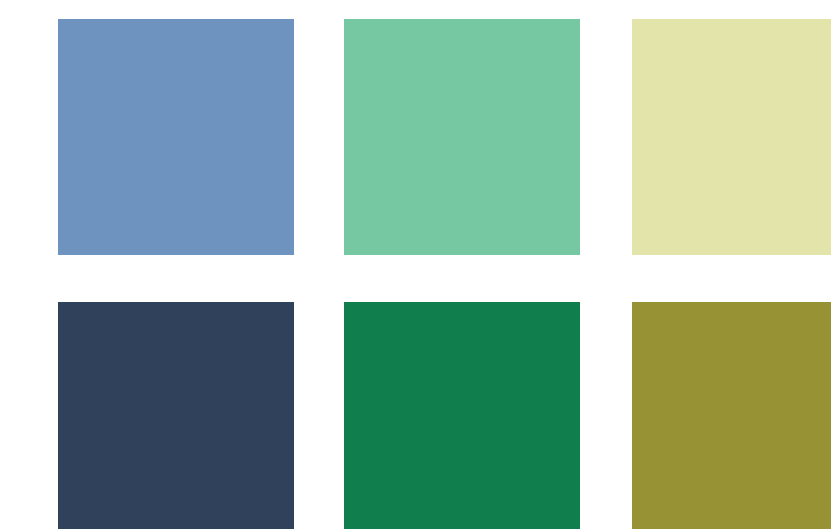
CONCEPT 3



Primary



Secondary



DECEMBER 12, 2019 - PRESENTATION COMMENTS

CONCEPT 1



COMMENTS

- + Form has a strong presence
Typeface is strong
Emphasizes the County Seat
- The color scheme is not appealing
Sports team like in appearance

CONCEPT 2



COMMENTS

- + Like the concept of the crossroads
Typeface is strong
Color palette is the most favorable
- The mark does not tell the story
The form in the "O" is hard to identify

CONCEPT 3



COMMENTS

- + Good color palette
Icon has nice elements
- Form is more for a home builder / developer
Lowercase "Angleton" is not as strong

FEBRUARY 4, 2020 - PRESENTATION

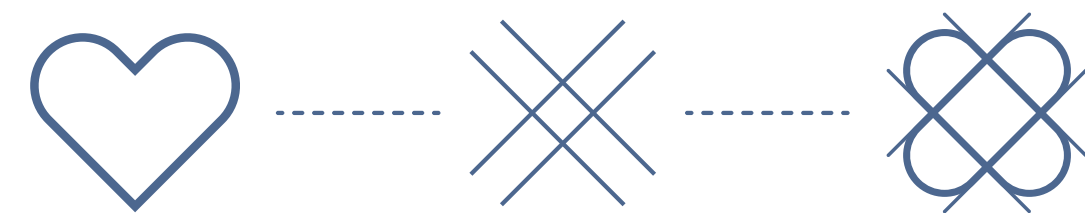
CONCEPT 1

Forward Motion
Taking Flight
Modern Thinking
Dynamic



CONCEPT 2

Crossroads
A nod to the Past
Positioned for the Future



CONCEPT 3

Growth and New Life
Connection to Nature
A Nurturing Community



COLOR PALETTE

Inspired by the Coastal Prairie

Reflects the Growth of the Community
and relationship to the Texas Gulf Coast

Welcoming, Calm and Contemporary



FEBRUARY 4, 2020 - PRESENTATION COMMENTS

CONCEPT 1



COMMENTS

- + The three forms can be a representation of “past, present, future”
Aspirational Concept
Shows movement. Most Dynamic.
Strong typeface for “ANGLETON”
- Missing a “Spark” - feels generic, missing the feeling of the heart
Forms to be less wave-like – revise the shape
Similarities to “City of Arlington”

CONCEPT 2



COMMENTS

- + Strong concept
Most favorable typeface for ANGLETON
Elevated the idea of the heart and helps tell a story.
Not so literal. Can translate more into an art piece instead of just a logo
Has multiple options for application.
“The Heart of Brazoria County” text is nicer
- Distinguish the hearts more
Tweak the icon (no “spikes”, less “band-aid” -like)

CONCEPT 3



COMMENTS

- + Nice form and concept
- Feels like agriculture

FEBRUARY 14, 2020 - OVERVIEW PRESENTATION

CONCEPT 1



CONCEPT 2

02/14 Revisions



Option A



Option B



CITY OF ANGLETON

CITY BRANDING OVERVIEW

ANGLETON, TEXAS

CITY BRANDING OPTIONS 02.11.20



ANGLETON

The Heart of Brazoria County

ORIGINAL CONCEPT 2



OPTION 1



OPTION 2

